

IRMA AND DISTRICT HOME TOWN  
NEWSPAPER FOR THE PAST  
FORTY-ONE YEARS

# IRMA TIMES

READ IN THE HOME OF EVERY  
RESIDENT IN THE IRMA  
TRADING AREA

VOL. 41 NO. 15

IRMA, ALBERTA, FRIDAY, NOVEMBER 19, 1954

SUBSCRIPTION: \$1.50 PER YEAR IN ADVANCE

## Community Honors War Dead

The annual Remembrance Day service sponsored by the Irma Branch of the Canadian Legion was held in the Legion Hall on the morning of November 11.

The fine new hall which the Legion boys have built here made a good setting for such a service. The building is clean, comfortable and pleasant, and the attractive tile floor and nicely finished walls and woodwork all go to make up a hall of which Irma can be proud.

The service was very well attended and was one of the best we have had here. The Sea Cadets were in uniform and marched in with the veterans of the two world wars. The Memorial Wreath was presented by Cdes. A. C. Milne and Wesley Persons. The roll call for those from Irma who gave their lives in the two world wars and for those veterans who have since passed on was read by Cde. K. Coffin.

The Irma United Church choir was in attendance with Mrs. Whidden on the piano, and gave two anthems—"Peace Be With You" and "Praise Ye The Lord." The address was given by the Rev. H. W. Inglis whose subject was "Building For Peace." Mr. Inglis thanked the Legion for making this annual service possible and brought out the point that peace can only come when we as individuals take three steps. First, make our peace with God, then be at peace with ourselves and finally be at peace with our fellow men. Those of us who listened to the address later in the day given by Field Marshall Montgomery found him stressing a similar theme.

For the rest the Irma service followed the leaders headed out by Cde. R. J. McFarland. The hymns "O Valiant Hearts" and "For All The Saints Who From Their Labors Rest" were sung and the service closed with "God Save The Queen."

## CHURCH SERVICES

**AVONGLEN GOSPEL MISSION**  
Regular Services at Passchendale School every Sunday.

Sunday School 2 p.m. Worship Service 3 p.m.

A hearty invitation is extended to you and your family.

"I was glad when they said unto me, Let us go into the House of the Lord." Psalm 122. Vs. 1.

—T. M. Conway, Pastor.

**SHARON LUTHERAN**  
Sunday, November 21  
Sunday School 10 a.m.  
Divine Worship 11 a.m.  
Luther League 8 p.m.  
—L. Knudson, Pastor.

## ST. GEORGE'S MISSION

There will be Celebration of Holy Communion at Metropolitan School on Sunday, Nov. 28 at 4 p.m. Rev. J. Moorhouse will be the Celebrant at this service.

## UNITED CHURCH SERVICES

44th Anniversary Services  
Irma Sunday School 10:30 a.m.

Worship Service 11:30 a.m. Special music by the choir. Subject: What is the Church? Jarrow Service at 3 p.m. Irma YPU at 8 p.m.

H. W. Inglis, Minister.

**CHRISTIAN and MISSIONARY ALLIANCE TABERNACLE**  
Sunday School Sunday at 10:45 a.m.

Worship Service 11:45 a.m. YPU at 7:30 p.m. Bible Study and Prayer meeting at Viking, Tuesday at 8 p.m. Bible Study and Prayer meeting in Irma Wednesday at 8 p.m. Annual Business meeting in the Tabernacle on Friday, Nov. 26 at 8 p.m.

The Christmas program of the Sunday School will take place in the Tabernacle on Dec. 31, commencing at 8 p.m. But they that wait upon the Lord shall renew their strength. Isa. 40:31.

N. V. Ashdown, Pastor.

## Northern Nuggets

The chicken supper at Albert last Wednesday evening was very successful and the W.I. are grateful to all those who helped them in any way and to those who came and patronized the supper. It was old home night Wednesday evening for a number of former district residents. Seen renewing acquaintances at the school were Mr. and Mrs. Roy Hay of Mannville, Mr. and Mrs. Oliver Griffiths and boys and Mrs. W. Matthews and Carol, Mrs. Victor Larson and Mrs. E. McRoberts who had come out from Irma.

Congratulations to Mr. and Mrs. George Lambert (nee Peggy Miller) who were married last Wednesday, November 10, at the home of the groom's parents, Mr. and Mrs. John Lambert.

We are sorry to hear that Mrs. Kivica is a hospital patient and that Mr. Al Larson was badly shaken up in a fall from a stack and in hospital for several days.

Mr. and Mrs. Donald Ramsay and Ricky are at present visiting at the W. D. Ramsay home. Mrs. Ramsay and little boy arrived from the Coast to meet Donald who came from the East where he has completed his basic training in the RCAF.

We understand that Ronald Prior is now employed at We taskwin with the gas company.

Miss Marjory Coulman spent several days at home over the November 11 holiday and weekend.

Mrs. Frank Kellar and Mrs. Peter Kellar left Tuesday on a visit to the Coast. Connie will visit with her parents, Mr. and Mrs. Burton in Vancouver while Mrs. Kellar Sr. will go to Victoria to visit her father.

Mrs. Meakins left the home of her daughter Mrs. Ted Prior on Wednesday to spend the winter at Victoria, B.C.

Don't forget the W.I. Bazaar and Tea in the Legion Hall on Saturday, November 27, beginning at 3 p.m. The ladies guarantee that this will be the ideal place to buy Christmas gifts at reasonable prices. There will also be home cooking for sale.

Born to Mr. and Mrs. "Red" Larson at the Mannville hospital on November 17, a son.

The Triangle Ass'n. Bingo and Dance has been postponed until December 3.

## Square Dance News

The Irma Square Dance Club wish to extend a cordial invitation to anyone wishing to join in the fun of square dancing a new class is now open and any new members or any of last year's wishing to brush up on their dancing are most welcome. The next dance will take place in Kiefer's hall November 24, with Henry Lien as caller. This dance will be for old and new members as Henry is prepared to get us off on a new season of good dancing.

And for you square dancers, don't forget to tune in to hear Henry's program over the new Camrose radio station on Saturdays between 7 and 8 p.m.

## ATA Meeting

The November meeting of the Irma Sub Local ATA was held at Metropolitan School. Fifteen teachers out of nineteen were present. At this meeting it was decided to have a School Festival during the year. The date set for this was April 8. After the business part of the meeting Mrs. Conley spoke on "How to Raise Funds for the Red Cross." A lovely lunch served by Mrs. Burns, Mrs. Firkus and Mrs. Rawluk brought a very pleasant evening to a close.

The next meeting will be at Passchendale school Dec. 7.

## Irma United Church Anniversary Services

NOVEMBER 21st, 1954

Sunday Morning at 11:30 a.m.

Rev. H. W. Inglis

CHICKEN SUPPER, 5:30 p.m.—7:30 p.m.

Then stay to Special Monday Night Anniversary Meeting at 8 p.m. Speaker: Rev. H. W. Inglis—Special Programme of Music—

## Southern Sayings

Mr. and Mrs. Ted Hill were visitors to the city last week while Donna stayed with her grandparents.

Several of the men folk took in the bull sale at Vermilion last week. They were Mr. Harry Long, Mr. Pete Funk and Larry and Eddie Jackson and Mr. Alex Cairns.

Mrs. Haquell from Vancouver is visiting here at the home of her friend Mrs. Art Long.

Mr. Quance from Gadsby is visiting at the home of his daughter, Mrs. Harry Long.

Mrs. Harry Long spent a few days in the Wainwright hospital, but we are pleased to report she is home again and feeling much better. Maybe the sudden change in the weather got the best of her.

We would like to take this opportunity to thank all those who patronized our sale of home cooking and handicrafts.

Miss Vivian Archibald from Wainwright spent the weekend at the home of her sister, Mrs. Eddie Jackson.

We are pleased to hear that our neighbors, Mr. and Mrs. Martin Greasy and Leslie have not left the district but have moved on to the farm formerly owned by Mr. C. C. Walker.

Mr. C. Walker, Mr. and Mrs. P. Spooner and girls, Mr. Harry Vanteesing had supper with the Jacksons on Sunday night.

Mrs. Albert Jackson and boys of Edmonton spent the weekend at the home of J. Jackson.

Jim and Mrs. Jackson were among those from Irma who attended the funeral of Robert Fair, M.P. at Vermilion on Tuesday, November 16.

## Recipes

### Cherry Clifton Cake

(Large Cake)

Measure into a bowl:

2 1/4 cups sifted cake flour.

1 1/2 cups sugar.

3 tsp. baking powder.

1 tsp. salt.

Make a well and add in order:

1/2 cup salad oil.

5 unbeaten egg yolks.

1/4 cup cherry juice.

1/2 cup cold water.

1 tsp. vanilla.

Beat until smooth. Or with electric mixer medium speed for one minute. Measure into a large bowl.

1 cup egg whites.

1/2 tsp. cream of tartar.

Beat very, very stiff (Mixer—high speed 3 to 5 minutes).

Pour egg yolk mixture over whites, gently folding in. Mix together and fold in.

1/2 cup ground marachino cherries (thoroughly drained before grinding).

1/4 cup finely chopped nuts.

Bake in large tube pan 65 to 70 minutes at 325 degrees.

### Cape Cod Cranberry Mock Strawberry Shortcake

1 cup ground cranberries.

1 cup ground tart apples.

1/4 cup canned crushed pineapple.

1 cup sugar Pinch of salt.

Mix thoroughly. Let stand 2 hours. Serve with biscuits or cake shortcake. Top with whipped cream.—Mrs. J. A. Fleming.

## HOME AND SCHOOL ASSOCIATION

At the Home and School meeting on Monday, November 15, Mr. Hall, Supt. of Schools, presented the Dr. Kirby Scholarship to Leslie Ballentine for high standing in Grade IX exams. He stressed the need for developing the great resources of leadership and academic achievements in our youth and in congratulating Leslie, expressed the hope that he would go on to even higher achievements as he pursues his scholastic career.

Mrs. Kirkman, the president, was in the chair and gave a fine report on the Home and School conference recently held in Banff. She brought a wealth of ideas and materials for programs and under her guidance the Home and School Association is looking forward to a successful year.

### WE TAKE A BOW

N. S. Johnson of Enderby, B.C., in renewing his subscription to The Times writes, "We do not want to miss your paper as the Irma Times has more news items than any other small paper I know."

## EASTERLY ECHOES

Several of the country young folk are spending their evenings cleaning and retooling their samples of what for the 4th club achievement Day coming up soon.

We notice that Turkey Shoots are becoming more popular each year at this time. The farm of Ralph King is the scene of such an event this week. If you are a good marksman you can get your Christmas dinner quite cheaply.

We wonder what has happened to our telephone system. Whatever it is we hope for improvement in the near future.

Visitors at the home of Mr. and Mrs. H. Morse this week were Mr. and Mrs. Kendal Clark and little girls of Flaxcombe, Sask.

If there is a little girl on your Christmas shopping list why not buy a ticket on the Battle River W.I. doll. She is complete with beautiful wardrobe.

We are glad to hear that Mrs. J. Holt is recovering nicely from her recent operation.

## IRMA HIGH SCHOOL HI-LITES

On Wednesday, November 10 at 8 p.m. thirty-nine pupils assembled themselves in the school bus and Ballentine's car enroute to a line party at Hardisty. The Hardisty hall was nicely decorated with streamers of green, yellow, white, and balloons. There were a variation of dances: statue, squat, spot, square and many others. A lunch was served of sandwiches, cake and ice cream. Before leaving for home about 1 a.m. our student Union President gave a word of thanks on behalf of the Irma students. On the whole everyone had a very enjoyable evening.

## GORDON STALKER

Auctioneer  
Phone 1008, Viking, or see P. E. Jones and Son, Irma, Alta.  
IRMA TIMES

MRS. H. RILEY, Local Editor, Phone 514

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## KIEFER'S SHOWS at IRMA

Friday Nov. 18 8:40 p.m.

"ELEPHANT WALK"

Elizabeth Taylor

Technician - Family

Friday, November 26

"REAR WINDOW"

Jimmy Stewart, Wend. Corey

Technician - Adult

## Sewer and Water Disussed At Council Meeting

Minutes of the regular monthly meeting of the Council of the Village of Irma, Alberta held in the office of the Secretary Treasurer on Monday, the 8th day of November, 1954, at the hour of 8 p.m.

Full council present: V. S. Sampson, W. Symington, C. P. Jones, Mayor Sampson in the chair.

Minutes of the previous regular monthly meeting and the special meeting of the Council held on the 2nd day of November, 1954, were read and on motion of Jones were adopted as written.

Secretary reported that regarding a meeting of the property electors to receive the preliminary report re Sewer and Water systems for the Village of Irma. Such meeting had been arranged for to be held in the Irma School on Wednesday the 17th day of November at the hour of 8 p.m. And that the consulting Engineer Dr. D. R. Stanley and Mr. W. H. Boulton of the Minburn-Vermilion Health Unit No. 12 had agreed to be present at the meeting.

Re Tax Sale, December 30.—Following reserves were placed: 6-13-14 Block 9, Plan 4728 HW \$600.00

12-22 Acres Block H Plan 1560W \$500.00

1 acre Block C Plan 1560 W \$1500.00

Secretary reported completion of the Voters List 1954 as compiled by the enumerator and Court of Revision thereon to be held December 15 if such was necessary.

Notification received from Department of Highways, Director of Surveys that Plan of Sub-division NW 14 Section 27-45-9-W4th had been registered September 9, 1954, as plan No. 6088.

J. A. Buchanan and Associates reported completion of fair ground survey and plan of subdivision of part of SW 14 Section 34-45-9-W4th to be known as Block 20 and that this plan had been forwarded for registration.

Third quarterly report of the Minburn-Vermilion Health Unit was read and ordered placed on file.

Application for building permit approved. Mrs. Sanna Lovig, Lot 3-4, Block 9, Plan 4728 HW.

Donation of \$50.00 received from the Irma W.I. toward the upkeep of the Village rest room.

Bylaw No. 196 for the purpose of designating a School Zone and establishing a Speed Limit of 15 miles per hour for all motor vehicles. Such school zone being from intersection of Main Street and Third Avenue West to intersection Queen Street and Third Avenue. Passed first, second and third readings.

Card of Thanks

Many thanks to all my friends who sent cards of sympathy, letters and fruit and who visited me during my stay in Wainwright hospital. Special thanks to those who helped with the children.

—Alma Ford.

## EDMONTON REPORT

By Donald F. Smith

EDMONTON—Standing ovations for political party leaders were the order of the day in Alberta and Saskatchewan last week.

In Saskatchewan's Bessborough hotel, 150 delegates applauded and cheered British Columbia's Social Credit premier, W. A. C. Bennett, who defected from the Conservative party in 1951 after internal party strife.

In Edmonton's Macdonald hotel, 300 delegates performed similar actions after J. Harper Prowse, Liberal leader in Alberta, declared he wanted to continue to head the party.

Premier Bennett was addressing a banquet on the eve of the Saskatchewan Social Credit League's convention, while Mr. Prowse spoke at the Alberta Liberal Association convention.

Mr. Bennett told his audience that the Liberal party is at its weakest since Confederation and is a shell of its once-great power. He also claimed the other political parties lack unity.

Meanwhile in Edmonton, Duncan K. McTavish, president of the National Liberal Federation, told Alberta Liberals the Social Credit and CCF parties, along with the Nationalists of Quebec, are splinter parties preaching antagonism to what they call the "rest of Canada" and added the Liberal party was "never more united, never more firm in its determination to work for greater unity and to oppose ... the dangerous work of sectionalists."

Social Credit leaders told the Saskatoon meeting there is a very good hope the party will sweep into power in the next federal election, while Alberta's Premier, E. C. Manning, a special guest at the meeting, said: "It is not 'Will there be a Social Credit government?' but 'How soon?'"

Back in Edmonton, the Liberals were talking of rumblings of discontent about the Social Credit government and Mr. McTavish said "in due time the people of Alberta will find that manning the provincial government with Liberals will end a reign of fear and will open a new era of freedom, fairness and clear thinking in provincial affairs."

The Saskatchewan Social Credit delegates heard Premier Bennett warn that as the date of a federal election approaches there will be a "tremendous attack" in which, he said, "they'll try to make the people fear Social Credit like they did in B.C. The fear campaign," he added, "will be the result of the Liberals' fear they are going down to defeat."

Coming back to the Alberta Liberal convention the delegates in resolutions advocated a change in the Assessment Act designed to help spread the province's riches among the ordinary citizens. They called for an assessment exemption of \$1000 for every owner of a dwelling or quarter-section of land. According to the resolution it would mean a reduction of at least \$50 in taxes to each home or land-owner.

The loss such an exemption would mean to the municipalities, the resolution continued, would be met by increased grants to municipalities on an unconditional basis. Delegates said the assessment exemption is not needed by business firms because their realty taxes can be deducted from income taxes.

In another resolution the convention called for a referendum on the Alberta Liquor Act with the object of amending it in the interests of all citizens in the province so it will command respect and support.

The convention also called on the provincial and federal governments for aid to the farmer. In particular, the provincial government was asked to provide financial aid and help in the seed situation expected as a result of poor summer weather. The federal government was asked to solve the problems which are making it difficult for farmers to obtain credit, despite having grain on their farms.

Next year's convention is expected to consider the matter of the party leadership. W. J. Edgar of Innisfail, was re-elected president of the Liberal Association Vice-presidents are: Harley Conrad of Clairmont; Andre DeChene, Edmonton; Mrs. R. L.

## WHAT DOES ECONOMIC AFFAIRS DO IN ALBERTA

Nine years ago the Department of Economic Affairs was founded "to further and encourage orderly economic, cultural and social development for the betterment of the people of the Province in accordance with the principles and requirements of a democracy, and to assist in, and advance the proper rehabilitation of men and women returning to the Province from the armed services of Canada and from war industries."



Since that time the Department has made every effort to fulfill its dual responsibility. The rehabilitation of members of the armed forces and war industries has been accomplished. Now the betterment of the people of the Province is of paramount importance and shall continue to be for a long time to come.

To provide greater security, more contentment, better living and cultural and social development for the people of Alberta is the work of the Department of Economic Affairs.

There are nine branches in the Department which execute these aims:

**Alberta House in London, England**, represents the Province in Britain and promotes interest in immigration, industrial opportunities and general information about Alberta among the British people;

**Man does not live by bread alone** and to foster the needs of mind and spirit the **Cultural Activities Branch** co-ordinates participation in libraries, music, drama, art and handicraft;



Alberta's manifold activities and interests are depicted by motion picture, slides and photographs by the **Film and Photographic Branch**;

Industries mean greater prosperity, and so the **Industrial Development Branch** promotes interest among industrial and business leaders, as well as assisting them with many problems;

The thousands of immigrants who wish to settle in Alberta are screened and assisted in the establishment of their homes in the Province by the **Immigration Branch**;

News releases, articles, booklets, posters and advertisements about the Province are prepared and sent by the **Publicity Bureau**;

The **Public Relations Office** serves as liaison between the Government of Alberta and delegations, conventions and individuals visiting the Province;



The duties of the various Branches of the Department in the Southern part of Alberta are carried out by the **Southern Area Office in Calgary**;

Economic and social betterment are greatly aided by the tourist industry, and the **Travel Bureau** promotes this valuable trade by advertising and distribution of road maps and travel literature to thousands of inquirers.

**GOVERNMENT BUSINESS YOUR BUSINESS**  
Government of Alberta

Nicolaou, Calgary; Claude Brewster, Banff; Dr. Lyall Wyatt, Medicine Hat; and Raymond Walker, Raymond.

## Kinsella News

Mr. and Mrs. M. Tessman celebrated their Golden Wedding Anniversary on Saturday, Nov. 13, by holding open house in the afternoon and evening. They received a number of lovely gifts from the family and two chairs were presented to them with the best wishes of the community. A Silver Pin was given to Mrs. Tessman from the members of the W.I.

Congratulations to Mr. and Mrs. M. Bilo on the birth of a daughter.

Mrs. L. Boutilier has left for her home in Vancouver after spending two months with her mother Mrs. J. Murray.

Miss Bernice Long of Edmonton spent the week-end with her grandparents here, Mr. and Mrs. F. Long.

Mr. B. C. Carpenter left on Friday night for a vacation east where he will visit relatives and friends. While there he will take in the Royal Winter Fair in Toronto.

Miss Natalie Kostervik was visiting her sister Miss Steffi Kostervik in Calgary recently.

Mr. and Mrs. E. Swanson and family of Edmonton were visitors at the home of Mr. and Mrs. F. Murray last week.

Mr. Russell Mulowka was home for the week-end.

Mr. and Mrs. G. Paterson and daughter Marilyn and Mrs. A. Milne were visiting relatives in Calgary last week.

Mr. and Mrs. Peter Kostervik of Lloydminster were visitors at the home of Mrs. P. Kostervik during the week-end.

Miss Frances Brown spent a few days in the city recently.

Mr. and Mrs. C. Lancaster and family spent Sunday at the home of Mr. and Mrs. L. Pedersen and Mr. and Mrs. A. Hintz of Viking.

The Kinsella W.I. will sponsor a Pancake and Bacon Supper in the church basement on Saturday evening, commencing 6 p.m.

The Kinsella Elks will hold a "Toy Bingo" in the Kinsella Memorial Hall on Friday, Dec. 3. Come and win the toys for your children's Christmas gifts.

## this winter travel EAST in comfort



## CANADIAN NATIONAL

Enjoy your trip east on the Continental Limited. Relax in the warm comfort of modern cars... enjoy delicious meals in attractive diners. Avoid the hazards of bad roads, stormy skies... let the engineer do the driving. You'll arrive rested and refreshed, ready for business or pleasure.

Whatever your travel plans, your Canadian National Agent will be glad to help. Ask him about types of accommodation... attractive day coaches, popular duplex roomettes and berths... spacious bedrooms. There's a wide choice of day and night accommodation to suit EVERY budget. And it costs less than you think.

For real travel savings, ask about Family Plan fares, on sale to December 31.

Any C.N.R. Agent will be glad to help you with your travel plans.

## CANADIAN NATIONAL

## Hospital Meeting Routine Business

Board meeting of the Irma Municipal Hospital District No. 55 held in the Village Office, Irma, Alberta, on the 9th day of November, 1954, at the hour of 8 p.m.

Mr. Donald H. Gunn, newly elected member for the Village of Irma, to replace Mr. W. N. Frickleton (resigned) subscribed to Oath of Office.

Full board present: F. M. Hill, A.C. Archibald, Donald H. Gunn, Mr. F. M. Hill, chairman.

On motion of A. C. Archibald the minutes of the previous Board meeting that was held on the 7th day of September and report of Returning Officer read by the Secretary were read by the secretary and adopted as written.

Correspondence from the Department of Public Health with covering letter: From Director of Assessment regarding Capital Cost Depreciation Mannville Hospital were ordered to be placed on file on motion of Mr. F. M. Hill.

There being no further business Secretary proceeded to place Financial Statement before the Board.

September Receipts \$654.85; Disbursements \$1911; Balance Treasury Branch, Wainwright, \$6,228.86.

October Receipts \$1,242.95; Disbursements Nil; Balance TB, Wainwright, \$7,471.81.

Mr. D. H. Gunn moved that Financial Statement be accepted as presented.

Following accounts were examined by the Board and found in order and on motion of A. C. Archibald passed for payment, Mannville Hospital - \$40.80

Miss Evelyn White 21.90  
A. C. Charter 50.00  
W. N. Frickleton 16.00  
Viking Hospital 242.50  
Wainwright Hospital - 1682.70  
Wm. Barber 18.10

Mr. D. H. Gunn moved to adjourn.

In the first half of 1954 imports exceeded exports by \$357 million.



by Science Features

**A Nutritional Disease**  
Sprue, a nutritional disease very similar to a type of anemia, develops slowly and inconspicuously until loss of energy and general weakness begin to prevent sufferers from doing their daily work. Diarrhea, indigestion, loss of weight and some nervous symptoms also often develop.

The disease results from a lack of essential vitamins and proteins in the body, because the person doesn't receive the proper nourishment or the digestive system is unable to utilize the food it takes in. As in anemia, this condition produces a deficiency of red corpuscles and there is difficulty in building new blood.

Sprue can often be controlled by prescribing a special diet and by treating the body to bring about proper absorption of vitamins. Folic acid and B<sub>12</sub>, two vitamins which play a role in the production of red blood cells, are usually given. In stubborn cases, however, the body still can't utilize these essential nutrients.

Now, an aid to this absorption has been found—a form of hydrocortisone, a hormone produced in the body by the adrenal glands. The laboratories have developed a new process using fermentation to make synthetic hydrocortisone drugs like Cortril.

This hormone was administered to 17 cases with sprue during a study conducted in a Chicago hospital. A small dose of the drug produced an excellent response in every case.

Once the body is treated and is able to use the vitamins it receives, the symptoms begin to disappear and the patient is on the way to complete recovery.

The building of new houses in Canada this year is running ahead of 1953, when more than 100,000 new dwelling units were completed to establish an all-time record high.

## "PINTO PONY" XMAS SPECIAL

YOUR NAME "BRANDED" ON THIS INDESTRUCTIBLE PCNY NEIGH AS YOU RIDE

Seasonally new! At last you can have your own pony "branded" with your name on his front. Amazing new Vinyl Plastic Pony imitates the real thing and lasts for years. It's the only ride of its kind that you can take home. It's big, tough and strong—200 lb. and will break. Electrically sealed seams. Special low introductory price—only \$3.00. Buy them for every child on your list at this amazing low offer. Send \$2.00 to us only with one pony. Supply limit. Order as many as you need. We serve to PRINT names of children you want on pony. (One name on each.) Satisfaction guaranteed. CHRISTMAS DELIVERY GUARANTEED. DEPT. , STRATTON MFG. CO., 96 KING ST. W., TORONTO, ONT.



## Money goes to work every day...



When you see a contractor on a job, a bank loan may be helping to finance it.



Farmers and other primary producers borrow from a bank to buy equipment, meet seasonal needs.

The benefits of bank credit run through all personal and commercial life. Bank credit operates silently, but on every hand you have satisfying assurance that it is "at work" ... in all types of communities, for all sorts of worthwhile purposes. The chartered banks continually adapt their many services to meet the changing, expanding needs of modern enterprise and modern living.

THE BANKS SERVING YOUR COMMUNITY



Manufacturers and merchants use bank credit to help buy materials, process and market goods.





## EDITORIALS

## F.U.A. Round-Up

The date has been set, and the Riders are ready, Eager and anxious to aid in the Drive— They ride with a purpose, their aim true and steady, For a hundred percent Farmer's Union, they strive! Farm folk of Alberta, arouse from your slumbers, Take heed of the Rider—and join the loop; There's safety and strength in competitive numbers— We cannot remain a minority group. If you would be proud of your heritage grand, And love of the soil, in your children instil— You must of necessity, act with a will. If you would protect your farming investment, Secure peace of mind, and justice for all— If you would have parity and fair price adjustment, Then watch for the Rider, and answer his call! In unity, lies the power of achievement, Take heed of the Rider, who calls at your door— The membership fee is a worthy investment, In Canada's future—as never before. The date has been set, and the Riders are ready— Eager and willing on Round-up Day, To bring to the farmers, with aim true and steady, A membership strong in the "F.U.A."

—Submitted by F.U.A. Local No. 546.

## Advertising Stimulates Trade

**DAILY SERVICE**

IMPORTANT CHANGE  
IN SCHEDULE

Effective June 1st, 1954

EASTBOUND for Chauvin—Bus  
leaves Irma 9:25 p.m.—Daily.

WESTBOUND for Edmonton—  
Bus leaves Irma—  
8:55 a.m.—Daily except Sunday  
6:25 p.m.—Sunday only



**Sunburst MOTOR COACHES**

## WANTS ADS DO BIG WORK

**Sally Stepper**  
THE REAL WALKING Doll

Just like a real little girl walking with her Mother

**GUARANTEED WALKING MECHANISM**

It's so easy to set her hair in any style

You can wash and dress her!

**SALLY DOES EVERYTHING!**

Sally Stepper is one of the most beautiful dolls you've ever seen... she is made of plastic, has a real face, and can be washed, combed, and dressed in any style. She has long blonde hair that can be washed, combed, and dressed in any style. She has a real face, and can be washed, combed, and dressed in any style.

**STRATTON MFG. COMPANY**  
94 Adelaide Street W. Dept. Toronto, Ontario

**SHE REALLY WALKS!**  
Turns her head as she walks

• STANDS • SITS • SLEEPS

WASHABLE UNBREAKABLE CONSTRUCTION

**FREE!** with every Doll

Beautiful Dresser Set to Comb, Wave and Braid her fine washable HAIR

**Nationally Advertised at Much Higher Price NOW YOURS FOR**

**\$3.95** LIMITED SUPPLY

**ORDER NOW**

**10 DAY TRIAL OFFER**

If you are not so delighted as the little girl herself when you open the box, return her for full refund.

**MAIL NO-RISK COUPON TO DAY**

Stratton Manufacturing Company, 94 Adelaide Street West, Dept. Toronto, Ontario.

Send me Sally Stepper and her hair dresser set. I will pay \$3.95 plus shipping and handling. Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ Province \_\_\_\_\_

Money Back Guarantee

## Bank Of Montreal Awarded Socrates High Award of The Year

MONTREAL, Nov. 8.—Rated top financial advertiser on the North American continent, the Bank of Montreal has been awarded the "Socrates' High Award of the Year" for its advertising during the past twelve months. The award has come to Canada only once before, in 1946, and it was the B of M also which gained the distinction on that occasion.

Announcement of the award is made by Vincent Edwards and Company, publishers of "Bank-Ad-views," a monthly publication which evaluates the advertising of banks and trust companies throughout the United States and Canada.

"Bank-Ad-views" bases its awards on a continuing study of thousands of bank advertisements in daily newspapers all over the continent, scoring messages on three counts: ideas which sell bank services; layout and illustrative techniques; and general effect on the bank's relations with the public.

Pointing out that "each of these ads has been subjected to a thorough review and unbiased analysis," the publication says: "During the entire year, the promotions used by the Bank of Montreal have been of such consistently high quality that they have earned the greatest total of award points."

In paying tribute to the B of M, "Bank-Ad-views" comments: "In its ads, the Bank of Montreal has recognized the needs of its potential customers: farmers, businessmen, industrial groups and the general public are all reached with promotions of specific interest and value to them. In addition, the bank has cultivated good will through institutional messages of importance to the community and enterprise."

"Original, timely and effective ideas were used consistently visualization through photos and artwork was outstanding and skilfully presented; copy told the message or did the service-selling job forcefully and convincingly. Each ad was distinctive that of the Bank of Montreal, and in keeping with the high standards of the bank."

**PUBLIC OPINION SURVEY ENDORSES AWARD**  
Endorsation by the public of the Socrates' Award to the B of M is provided by the findings of a Canadian public opinion poll. In a survey recently conducted by an independent authority, questions put to a large representative sample of Canadians revealed that B of

M advertising had made a great impression on the public than that of any other bank. The survey showed that B of M advertising was preponderantly remembered in street-cars and buses and that readers of newspapers and magazines noticed and remembered B of M advertisements more than twice as much as those of any other bank.

For the past two years, the Socrates' High Award has been won by the Bank of America, the largest bank in the world, while the Bank of Montreal ranked in sixth place in 1953 and second place in 1952. During 1954, the B of M received numerous honorable mentions for its advertising in Canada and the United States, as well as a "best-ad-of-the-month" award, resulting in its winning of the Socrates' High Award of the Year.

## UNDER-A-DOLLAR MEALS ON CNR TRAINS

MONTREAL, Nov. 17.—Travelers will be able to enjoy a meal for less than a dollar on CNR main-line trains.

The CNR has announced that coffee shop service is now available on the Continental Limited between Toronto and Vancouver. Regular dining cars will remain on the Toronto-Vancouver run but these will be supplemented by new sleeper-grill cars which will operate in tourist car service.

Dinettes car service will be available on the Continental limited between Winnipeg and Montreal, effective Nov. 17. In addition to regular dining cars, buffet cars will be operated to offer coffee shop privileges on the Winnipeg-Vancouver leg of the trip.

Dinettes and coffee shop units will be operated throughout the day and evening, providing dining service in luxurious surroundings at prices to suit the budgets of coach as well as first class passengers.

## Jury Finds Death Accidental

(From The Viking News)

At the inquest held before Coroner Dr. A. E. Caldwell on November 10, conducted by W. S. M. A. Constable Smith, RCMP, into the death of the late Ralph Brown, the verdict of the jury was that "This jury finds that Ralph Brown, of Viking, Alberta, came to his death accidentally at Viking, Alberta, between the hours of 4 p.m. and 7 p.m., November 1, 1954, as a result of a cave-in in a sewer ditch in which he was working, death being due to asphyxiation. No blame is attached to anyone. This jury recommends that the Town authority enforce the Safety Regulations laid down under the provisions of the Workmen's Compensation Act."

The jury consisted of Edward Stiles (foreman), Wm. Pobuda, Jack Sullivan, Orlando Hefso, James Hendrickson and Jack Roddick.

## WORLD OF WHEAT

by W. G. Malaher

Director, Research Department, Seale Grain Co., Limited

**Weather and Quality in Wheat**  
Although it may be small comfort, we in Western Canada are not alone this year as we emerge from the wettest conditions experienced for many years. Many parts of Europe have suffered persistent rains with the result that the moisture content of grain is high and the quality frequently unsatisfactory. An unusually large percentage of wheat, too, will require artificial drying—a problem that has come to be recognized as more or less of a permanent one in England and for which British farmers are now well equipped. The one characteristic in which this year's crop is expected to be inferior, however, is the quality of the gluten which has been adversely affected by the lack of bright sunshine during the ripening period. This is expected to reduce the quality of English wheat which can be used to make a satisfactory flour by perhaps as much as 10 percent. The same situation will undoubtedly exist in other European countries which, like Britain, may have to reduce the percentage of domestic wheat in the grist. This, perhaps, is one of the reasons for the cautious optimism expressed with regard to future exports of high quality Canadian wheat of which there is an abundance in store.

## Social Credit Member Dies at 63

VERMILION — Robert Fair, 63-year-old Social Credit member of the House of Commons for Battle River-Camrose for the last 19 years, died Thursday following a long illness.

Mr. Fair became ill while attending Parliament a year ago. He returned here last spring after receiving medical attention at Ottawa, Rochester, Minn. and Edmonton.

Born in Ireland, he came to Canada in 1914 and farmed near Paradise Valley, 125 miles east of Edmonton.

He was first elected to Commons in the 1935 general election. He was re-elected in 1940, 1945 and 1949 for Battle River riding, and again last year after the constituency became Battle River-Camrose. He retired from farming about 10 years ago.

He is survived by his widow and two sons, Robert of Lloydminster, Sask., and Lester of Three Hills, Alberta.

Funeral services will be held here Tuesday.

Mr. Fair's death left one vacancy in the Commons. Standing now is Liberals 172; Progressive Conservative 51; CCF 24; Social Credit 14; Independent 3; vacant 1—total 265.

The Sullivan mine at Kimberley, B.C., produces gold, copper, silver, tungsten, iron ore, coal, lead and zinc; it is one of the world's leading producers of lead and zinc.

## Jarrow News

A pleasant time was had at the Jarrow hall on Wednesday evening, November 10, when the people of the district were entertained at a social gathering sponsored by the school children. Contests, checkers, crokinole and cards and a delicious lunch rounded out an enjoyable evening for all.

Mr. and Mrs. Budzinski and family of Edmonton were recent visitors at the Firkus home.

We are glad to welcome Mr. and Mrs. H. R. Whidden and family to our district. They are living in Mrs. Helen Whidden's home north of town.

Visitors to the city lately include: Mr. R. Sherman, Mrs. H. A. Whidden and Alwyn.

Mrs. Miller and boys spent last week-end at Hay Lakes.

Church service with Rev. Ingalls at 3 p.m. Sunday, November 21 with Sunday School at 2:30.

A number of ladies from the Metropolitan, Jarrow and Irma districts met at Metropolitan school on Thursday, November 11 in honor of Miss Phyllis Boyencomp, a bride elect of the month. Mrs. Burns and Mrs. Owen led the group in a number of entertaining contests and games after which Mrs. Comley presented a novel fortune telling game which ended in Phyllis being presented with a great number of gifts. Her sisters, Wilma and Viola assisted her in opening the gifts, for which Phyllis expressed her sincere thanks. A song composed to the tune of John Brown's Body and relating the history of Phyllis's life was then sung by all. A dainty lunch brought a pleasant afternoon to a close.

Mrs. Lovig's house has been moved to Irma. We are sorry to see Mrs. Lovig leave our district but wish her well in her new home.

Mr. and Mrs. Elmer Knudson of Kenai, Alaska, have been guests at the G. Theroux home the past week. The trip from Kenai covered 2300 miles and they encountered snow and ice on part of the way. They are enroute to visit relatives and friends at Havre, Mon., points in South Dakota, Minn., Iowa, and then on to Portland, Ore., for Christmas.

Congratulations to Mr. and Mrs. Mike Bilo on the birth of a daughter at Viking hospital on November 12.

## Fancy Skating Class Proposed

(From The Viking News)

The Caroma Board ask all those who are interested in fancy skating should contact Dr. Caldwell or Mr. Hemphill at the school not later than November 27.

Canadian women used an average of slightly more than 11 pairs each of full-fashioned hosiery in 1953.

## COMPLETELY RE-STYLED CHEVROLET FEATURES V8 ENGINE



The futuristically designed 1955 Chevrolet, offering for the first time, a high-output 152 horsepower V8 engine as well as a more powerful six cylinder "Blue Flame" economy-leader, was announced across Canada today. Greatly increased comfort and driving qualities stemming from re-engineered frame and suspension

are enhanced by the first "dream car" styling in the low price field. The Bel Air Sports Coupe (above) illustrates the broad, low grille and hood treatment, greatly increased vision through the new sweep-sight windshield, and the "fleece" look imparted to all 14 body styles by the longer, lower lines of the new models.



### CHILDREN'S INSUL AIR Overshoes

A limited number of this new product. Washable, waterproof, guaranteed cozy and warm. Red or brown. Light as a feather. Priced—

**3.75-4.19**

### CHILDREN'S CASHMERE Overshoes

AT A SAVING

Warm cashmerette, fleece lined. 3-buckle. Sizes 6 to 10 and 2 to 3 only.

SPECIAL, pair **3.35**

## 2 GOOD NUMBERS IN Women's Overshoes

#### White Rubber Overshoes

Warm fleece lining. Cozy white fur cuff. Flat all-purpose heel. Smart, comfortable, durable.

Women's sizes. Pair **7.29**



#### Nylon OVERSHOES

Zipper front, fur cuff, fleece lining. Warm, washable. Flat all-purpose heel. Black or brown. Priced, pair **6.98**

## Stanfield's Underwear

Someday, colder it will get. These Stanfield numbers are steadily slipping away. To our customers who wear wool heavy ribs, we suggest you get them now.



#### • BLUE LABEL

The outdoor man's underwear. Pure lamb's wool, heavy rib defines the cold. Gives good service, fits so well. Shirts and Drawers. Combinations. Priced at **5.50** Priced at **8.95**

#### • RED LABEL

The same good wool and the same construction but a little lighter in weight for the man who prefers such a weight. Combinations **7.95**

#### • BOYS' FLEECE COMBS

All sizes complete in this Penman's No. 27. One button surplice front. Random blue jersey knit with four ply cotton fleece. Elastic knit cuff and ankle. All seams flat laid. Sizes 24 to 32. Priced at **2.79**

#### • BOYS' TOPS and LONGS

Stanfield made. These separates grow more popular year by year. Sizes 2, 4, 6. Tops **1.00** Longs **1.50** Sizes 8 to 14. Tops **1.25** Longs **1.95**

## Men's Plaid Jackets

This smart Jacket gets the Men's Wear Award as the season's smartest jacket. Fine quality wool shell, millum lined. Smart, not heavy. This is a really nice jacket. Self collar and cuffs. Self 2 1/2 inch band bottom. Saves a suit coat for casual wear. Priced at **13.95**

## Men's Leather Coat BARGAIN

Sizes 42 to 46. A Coat, not a jacket. No. 1 horsehide. Full 28 inches long. Belted back, shoulder yoke, full zipper front. 2 pockets. This Coat is good for the moderately cold days. Windproof, nothing sticks to them. Years of service. Brown or dark green. Sizes 42, 44, 46. Nice clean, new stock. This style garment sold last year at \$28.50. **19.95**

THIS YEAR'S SPECIAL PRICE



**J. C. McFarland Co.**

Don't forget the W.I. Bazaar and Tea on this Saturday afternoon in the basement of the United Church. Strawberry Shortcake will be the special dish at the tea.

The C.G.I.T. girls are again preparing a Vesper Service for Christmas time. This is one of the highlights of our Irma Xmas. Watch for further particulars.

Please do not forget the Irma W.I. Bazaar, November 20 in the United Church basement. There will be a special dish on the menu—Strawberry Shortcake.

## Local News

Mr. and Mrs. Martin Enger had their son Arnold and his chum Brian Staples home from the U. of A. for last week-end.

Mrs. H. W. Inglis paid a visit to her son Gordon in Edmonton last week-end.

Mrs. R. D. Allen, who has been caring for Mrs. M. Thompson at Wainwright, spent a few days here this week while Mrs. Thompson was in hospital.

Mr. and Mrs. J. Booth of Edmonton were week-end guests with Mr. and Mrs. R. L. Simmermon. Mr. and Mrs. E. Simmonds and Mrs. Simmonds Sr. of Kinsella were also Sunday visitors with Mr. and Mrs. Simmermon.

Mrs. Wm. Brown of Edmonton—the former Annie Kennedy—spent a few days at Irma with Mr. and Mrs. J. Marshall and Mr. H. Kennedy.

H. E. Clifford of Ribstone is at Irma this week to move the home of Mrs. Lovig Sr. from Jarrow to Irma where she will reside beside her daughter Mrs. Ostad.

Mrs. H. McKay was a recent Edmonton visitor.

Mr. M. Fahner and Mr. C. S. Smallwood had some pleasant and profitable goose hunting down near Hanna last week.

Mrs. G. Whidden, Mr. and Mrs. Merle Knudson spent last week-end with friends and relatives at Red Deer.

Mr. and Mrs. H. Waddell of Giles district visited here at the Owen home on Sunday last.

Mr. and Mrs. W. Stewart and Mrs. A. Enger were Edmonton visitors last week-end.

Mr. and Mrs. H. Kjelland and children of Camrose were recent visitors at the home of Mr. and Mrs. L. Loades. Mr. Kjelland is Mrs. Loades' brother.

Congratulations to Mr. and Mrs. J. Marshall who celebrated their 57th wedding anniversary on Thursday last. Mr. and Mrs. Roy Askin spent the day with them.

Weather—on the fence!

Mrs. C. Hockett of Edmonton has been visiting here at the home of her son Glenn.

Mrs. M. Salisbury of Edmonton motored to Irma this week to visit her parents, Mr. and Mrs. J. C. Savard to help celebrate her mother's birthday on Tuesday.

Mrs. C. V. Larson and Mrs. Carl Larson are both in Edmonton this week.

Mrs. Brett of Edmonton was a week-end guest here with Mrs. Lang.

Mr. Ronaghan has been on the sick list for several days and Mrs. R. O. Larson has been teaching grades 7 and 8 at the Irma school.

We are glad to hear that Mrs. R. L. Eaton is feeling somewhat better after being quite ill for some weeks past.

The Irma Times is the best advertising medium, possible. Our correspondents cover every part of the district. Merchants or business places who do not use The Times columns are losing a fine opportunity to keep their weekly messages in this paper "that is read in every home in the trading area."



ELECTRIC Sewing Machine — only \$78.50; cabinet style finished in walnut, a lovely machine for \$137.50. We are agent for many makes, write or phone Joe Baier, phone 103, Viking, for free home demonstration. D17c

FOR SALE—25 little pigs. Paul Nemyo. 19

FOR SALE—3 calves—1 yearling, heifer, Herefords. Apply Ron Thurston, phone 310.

STRAYED—two calves from the J. Dubassz farm. One yellowish red, white face and one black. Brand on left hip CF with bar above. \$5.00 reward offered. Phone 506.

### KINSELLA ELKS' MAMMOTH

## TOY BINGO!

in the KINSELLA MEMORIAL HALL

**Friday, December 3rd**

Watch for further Advs. and Advance Sale of Tickets

## - NOTICE -

### To Non-Ratepayers and Renters Within The Viking Municipal Hospital District No. 10

The following non-ratepayers are eligible for receiving hospital services at the preferred per diem rate allowed Hospital supporters:

- The spouse and minor children of a ratepayer while residing with him or her, provided such person is not self-supporting and is unmarried.
- The spouse and any unmarried person, of any age, who because of physical or mental handicaps, or because of being in attendance as a student at a recognized institution of learning is dependent upon a ratepaying spouse or parent.

ALL OTHER PERSONS seeking hospital service will be required to pay maximum rates, unless they have sixty days (or more) prior to application for admission paid the SUBSCRIBERS FEE of \$10.00.

Renters of farm land, who give the owner a share of crop as rental, may obtain hospitalization at the same price as Ratepayers, providing they present a certificate, signed by the Owner, to the Secretary-Treasurer of the Hospital District, releasing all hospital benefits (pertaining to the land in question) to the Renter. Certificates MUST be renewed yearly. Before the certificate is deemed valid the Renter must show the lease for the land, to the Secretary-Treasurer.

A. HAFSO, Secretary-Treasurer,  
Viking Municipal Hospital District No. 10.

## Public Notice

The Council of the Municipal District of Wainwright No. 61 remind the Tax Payers that a discount of 3% is allowed on all payments made on current taxes up to and including 30th November, 1954. After that date Taxes are payable at par, no provisions have been made for extension of the above date.

CHAS. WILBRAHAM, Sec.-Treas.  
M. D. of Wainwright No. 61

29-27

## Wainwright Producers & Refiners Ltd.

AVAILABLE FOR IMMEDIATE DELIVERY  
- 1st QUALITY -

## Stove Oil Heating Oil Furnace Oil

WRITE, WIRE or PHONE COLLECT

**39r2 Wainwright**

The Irma United Church will be celebrating its 44th anniversary on November 21 and 22. There will be plenty of room for all to attend the worship service on Sunday, November 21 as arrangements have been made to relay the service to the basement.

The next meeting of the Junior W.A. will be held at the home of Mrs. Whidden Tuesday evening, November 23. Devotionals, Mrs. Inklin. Hostesses, Mrs. Pond and Mrs. Loades. Program, Mrs. Prosser. Surprise Roll Call.